

HOOSIER INDIANA REGIONAL OFFICE TIMES

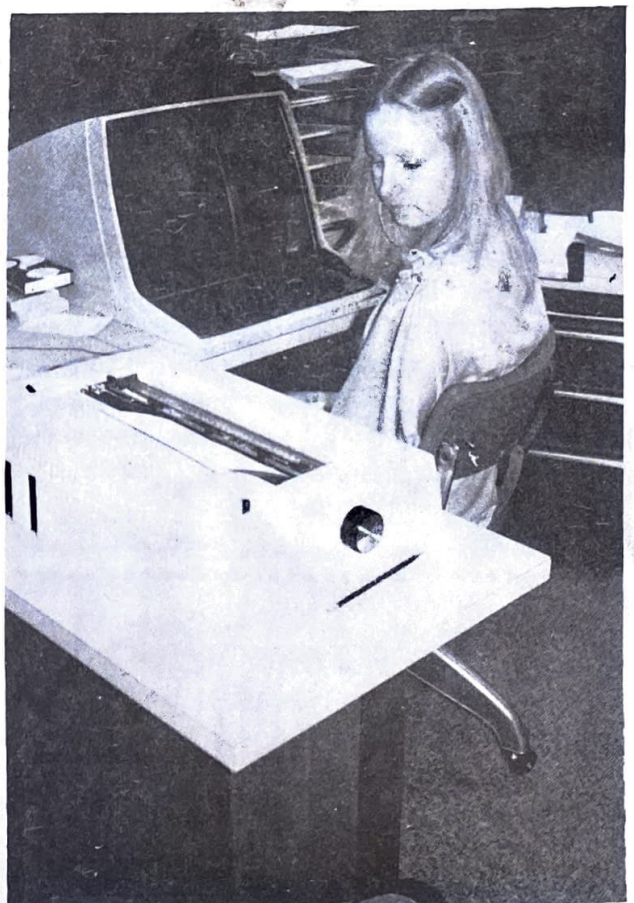
March 23, 1979

Vol. XIX No. 6

VYDEC Is Here!



In order to see the information on the screen, Kelli Alting inserts the floppy disc.



Nadine Davis waits for her letter to print out.

See inside pages 10 - 12 for story.

AS I SEE IT

By Dan Reidy
Asst. Division Manager
Sycamore Division



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The challenges presented to us as employees of State Farm Insurance Company continue to grow. The year 1979 presents new challenges to all areas of the insurance business and to all phases of our work. We find ourselves encountering changes in almost all areas of our daily lives and also in our business life.

I am in the unique position of having visited with almost all of the various departments in the Indiana Office. The opportunity presented by my present program has given me the privilege of seeing many of you at work at your various specialities. The complex problems handled by the Indiana State Farm people are amazing and the expertise exhibited in the handling of these problems is outstanding. I think the most impressive part of this is the handling of complex problems appears simple when handled by an expert.

The challenges we face in the insurance industry in 1979 continue to multiply. I believe that these are exciting times, and I personally look forward to responding to these challenges. The State Farm people in our Indiana operation have demonstrated their ability to solve problems in the past and come out winners. I feel confident that they will respond to the challenges State Farm faces in 1979 and again come out winners.

.....

JERI MARKS 10



Jeri Dyer

Jeri will celebrate her ten year anniversary with State Farm this month. Jeri began her career in the Auto Division as a file clerk. After two promotions, she came to the Accounting Department as a Senior Disbursement Clerk.

Jeri and her husband, Al, have a nineteen month old son, Damian. Jeri's other interests include sewing, reading, swim-

ming, and bike riding.

Jeri's determination and hard work have made her a valued employee to both the department and company. All of us in the Accounting Department congratulate Jeri on her ten years of service to State Farm and wish her continued success.
Ron Hammond

MOVING ON UP



John Maiden

Five years of computer experience, ambition that won't quit, and skilled application of abil-

ities have all added up to another promotion for John Maiden. Computer Operator II is John's new title (not to be confused with "President, 1979 Men's Golf League").

The Fall of '73 marked the beginning of John's State Farm Career. The Fall of '73 also marked the beginning of the Winter of '73 but that didn't bother John. A young man of many talents, John left a job with National Homes to become a very valuable member of the data processing team. It was a move this department was glad to see him make.

John enjoys staying active by

bowling and playing basketball in the winter and golfing and playing softball in the summer. Year round interests include music, dancing, and his lovely wife Beth, also a State Farm employee. They reside in West Lafayette.

Thanks John for your many contributions and congratulations of a fine beginning to a very promising State Farm career.

Denny Perzo



Carolyn Garriott

Congratulations are extended to Carolyn Garriott on her recent promotion to Data Input Specialist.

Carolyn started her career with State Farm as a File Clerk on January 6, 1965. She has performed various job duties during her thirteen plus years with State Farm which included job responsibilities as Mail Clerk, Senior Records Clerk, Payment Clerk, Data Input Typist, and Senior Data Input Typist. The experience and knowledge gained on these jobs has proven to be a valuable asset in her present job.

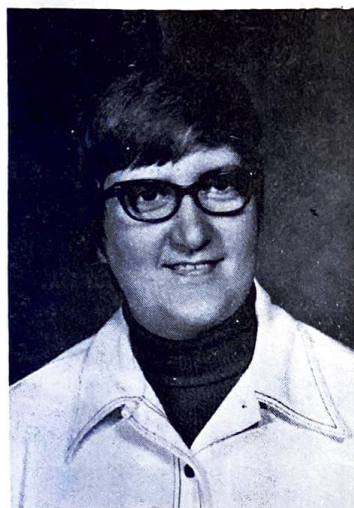
Carolyn is a member of the American Legion Auxiliary. She enjoys spending her spare time remodeling a house they just recently purchased in Oxford.

If you are around the Oxford area this spring, you might see Carolyn driving a John Deer tractor. She enjoys helping her husband, Chuck, with some of the farm duties.

Congratulations, Carolyn, on this promotion and we wish you continued success in your career with State Farm.

Mike DeBoy

PROMOTIONS



Carol King

Congratulations to Carol King on her recent promotion to Specialist within the Monthly Pay Plan Department.

Carol's career at State Farm began in 1965 when she was

employed as a File Clerk in the Southern Indiana Automobile Division. Her first promotion was received six months later when she was promoted to Application Clerk.

In June, 1966, she was transferred to Mail Clerk, and six months later received another promotion to a position of Code Assigner.

Carol's abilities earned her another promotion in September, 1967, when she was promoted to Rate Clerk in the Southern Indiana Automobile Division. In April, 1969, Carol was promoted to Sr. Rate Clerk.

Carol became a part of the Monthly Pay Plan Department in April, 1976, when she transferred to the Department as a

Sr. MPP Correspondent. Her performance has played an important part in the improvements seen within the MPP Department during the past three years.

Carol is a native of Frankfort, Indiana and still resides there. She is single, and devotes much of her extra time in activities with the youth of her church.

Carol, again our most sincere congratulations and thanks for a job well done.

Phil Tucker

JEAN STEPS UP



Jean Cherry

Thirteen years ago Jean started her State Farm career as an app file clerk in the Western Michigan Division, when the Region

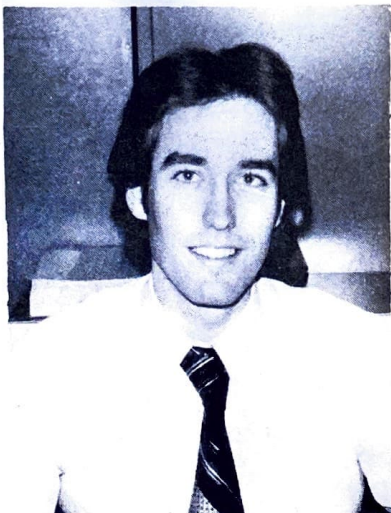
was then the Lake Central Office. Western Michigan Division has since been phased out, but there was no phasing out for Jean. She worked hard became a top-notch underwriter, completed FACTS, IIA, Effective Reading and Listening and Management Studies 41. She brought to underwriting a new dimension of knowledge to the service department, which she finds a great asset as a member of the Regional Co-Ordinating Committee.

Outside, she likes sports, sewing, reading, and is a Civil Defense Volunteer. On those cold snowy days when most of us are huddled around the fireplace,

Jean is out in her 4-wheel drive vehicle, taking nurses to and from the hospital and performing other deeds for the community.

Jean, all your many friends at State Farm wish you well and a hearty congratulations on your promotion to Underwriting Specialist and for the good job you do for the organization. Frank Wilson

PROMOTION FOR RON



Ron Hammond

The Auto Accounting Depart-

ment is pleased to announce the promotion of Ron Hammond to the position of Accountant.

Ron began his career in June, 1977 as an Accounting Management Development Trainee. He is a graduate of the University of Evansville with a degree in Business Administration.

Ron is presently Supervisor of the Expense Analysis, Cash Disbursements, and Loss Input Units.

During the short time he has been with the Company, he has involved himself in many of the State Farm sponsored educa-

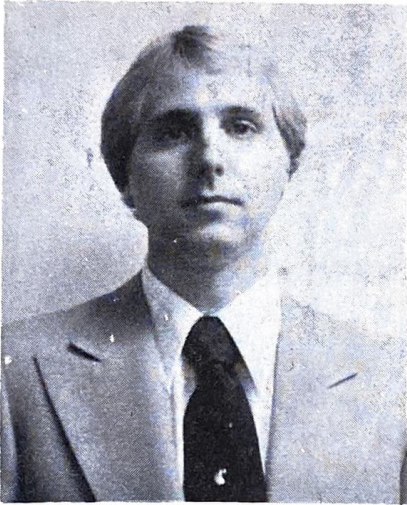
tional and management courses and Seminars.

Ron is a sports enthusiast and enjoys snow skiing, tennis, and racquetball.

We in the Accounting Department extend our congratulations to Ron on his promotion and wish him continued success.

Carl Bracy

NEW TITLE FOR DAVE



David Dailey

Our congratulations go to Dave Dailey upon his promotion from FC I to FC II. This Ball State Graduate began his career

with State Farm as a Field Claims man in the Columbus CSO in August of 1977. Active in civic affairs in his home community, Dave is a member of the Hope, Indiana JC's and was elected JC of the month in September of 1977.

Dave also served as president of the Hope Heritage Days in 1978, which among other duties required the organization of a parade complete with floats, bands, and politicians as participants in this memorable occasion.

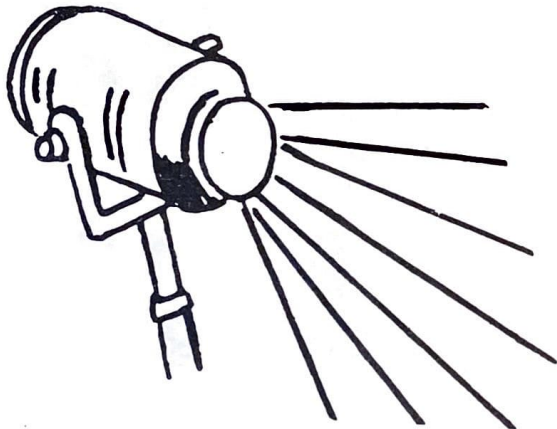
This young man is a sport enthusiast, enjoys doing home repairs, and claims that the

roasting of hogs and pigs is one of his talents.

Dave is married and he and his wife, Pam, are the proud parents of a ten month old son, Neil.

Having successfully completed Claim School, Vale Tech, and other self-improvement courses, Dave seems well on his way to a rewarding State Farm career. All of us in the Sycamore Division, and particularly in the Columbus CSO, wish him the best of luck.

Ed Mann



IN THE SPOTLIGHT



HOOSIER TIMES REPORTERS
Seated L to R: Cindy O'Leary, Mary Doring and Sharon Harris. Standing L to R: Cathy Brookshire and Barb Scowden.

BIRTHDAYS CELEBRATED!



Sandy Rousseve, of the South Bend CSO, receives a birthday cake.



A cake for Brian Miller, of the South Bend CSO.

HOOSIER TIMES

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REPORTERS:

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Sharon Harris
Margaret Mills

Barbara Laudick
Barbara Scowden
Cindy O'Leary

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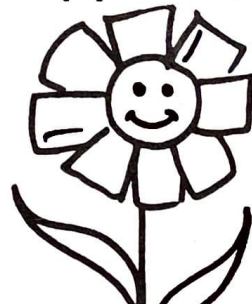
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JoAnn Anderson
Linda Hays

FABRICATION: June Johnson & Jeff Kroll

Happiness is



Credit Union
Savings

SUSAN ON PANEL



Susan Davis

out what openings they have. The students must interview and obtain the job on their own. They are evaluated every nine weeks by the employer and the teacher receives their evaluations.

The basic purpose of the program is to prepare the student to enter the working world on a full time basis upon graduation. It helps them accept responsibility, make decisions, and it enables them to deal with people on a day to day basis.

Susan felt the program was most helpful in relating to people. She feels she can better cope with the everyday problems of a job, and also work with different personalities in an office.

Susan Davis, Daily Report Clerk II, in the Fire Company recently sat on a panel at McCutcheon High School for the ICT Program.

The panel answered questions from high school juniors concerning the program.

The ICT Program is handled by the business teacher. In this program, the student has the opportunity to go to school and have a job at the same time.

The teacher deals with the prospective businesses to find

Mike Completes FACTS

Mr. Lukes presents Mike Cogan with his FACTS Certificate while Dave Livers looks on.



NEW FACES FOR SF



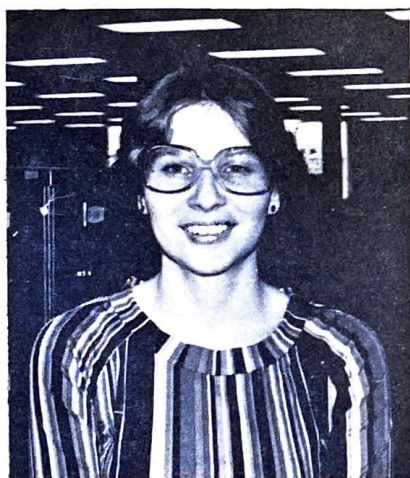
Michaelene Murray - Mail & File Clerk, Arlington SC.



Kathleen Wininger - Records Clerk II, Hoosier.



Dianna Achors - Coding Clerk, Life Company.



Lynn Scheurich - Records Clerk II, Hoosier.



Michele White - CSO Secretary, Michigan City CSO.



Anniversary Committee Meets

Seated L to R: Sharon Sproles, Patsy Schmierer, Don Ward, Co-Chairman, and Margaret Mills. Standing L to R: Dave Childers, Co-Chairman, and Gaylord Haan.

A WHAT ????

So what's a Vydec? You probably at least heard the word "Vydec" by now but you may not know exactly what it is. We have provided the pictures here and should you want to see a real live Vydec at work pay your Word Processing Center a visit. Several Regional Office dictators have seen a demonstration of the Vydec, and I will be visiting with dictators throughout the year and will schedule tours in the Center.

So how does it work? When you, the dictator, dial into the Center and dictate, your dictation is stored on magnetic tape in what is called a "Thought tank". The Word Processing Center Operator, (a rare and unusually nice person) then transcribes via the Vydec, your dictation. Now you're probably wondering what's so unique about the machine. What can WPC do that they could not do before?

We've provided pictures to aid this description of the Vydec. The Vydec unit consists of three distinct units: (1) a cabinet for holding paper, purses, rulers and whatever else cabinets need to hold, (2) a text editor which is the part that looks like a television screen, and (3) a printer which looks like a typewriter without a keyboard.

As the WPC Operator (a better than decent typist) types what you say, she (we aren't discriminating, the guys are just afraid of being attacked in our all female center) does so with amazing speed, agility, and accuracy. The information appears on a Cathode Ray Tube (the television screen part) as it is typed. Upon completion of the transcription, the information is stored, if it is a rough draft or original dictation, and is then printed on the printer.

The printer uses a "daisy" print wheel (I will delightfully show one to you) and prints at a speed of 45 characters per second or 540 words per minute which in comparison to the Mag Card II's (may they rest in peace) is a considerable improvement. The Mag Cards printed at a speed of 15 characters per second or 180 words per minute. While your letter is printing, the Word Processing Center Operator

(a smiling, happy-to-serve-you person) is free to proceed with transcription of other dictation.

Should you find an error (heaven forbid) or decide to revise your letter, the revision is simple and quick. The operator recalls the letter which is stored on a "floppy disc", makes the correction by retyping only the part to be revised and prints your final copy which will be returned in the next Word Processing Center mail release.

So why is that thing called a "floppy disc" and what's so great about it? It's called a floppy disc because it is round and flexible as opposed to other forms of storage media. In the past, as recently as January, 1979, your correspondence was stored on a magnetic card and put into a small cardboard envelope and identified by a number which the WPC Operator had written upon the envelope. Now, this wonderful floppy disc, which everyone laughs at, is capable of maintaining the equivalent of 61 of those magnetic cards we were using. All work is indexed on the disc and displayed on the CRT. The Word Processing Center Operator (an outstanding individual in a select group of seven) is no longer required to write on envelopes or erase—she needs to only maintain discs for pattern letters and original dictation.

So how do those WPC Operators find your letter if it needs a revision? Each letter is identified by a number such as "MA17" under the signature block. The operator's initials are next to yours, (yours are in big letters, hers are little, she's humble sometimes) and when the letter is returned we take it to the appropriate operator (who smiles sweetly) and she references the "MA17". This directs her to the Monday (M is for Monday, T for Tuesday, etc.) work disc and from there she accesses side A ("A" and MA17 is for side A of the disc which also has a B side) and goes directly to "track" 17 via the pushbutton method. If your letter is a pattern letter the operator displays on the screen the appropriate pattern letter in all of its glory and she merely fills in the blanks. All pattern letters are stored on discs labeled

for the appropriate divisions. Auto Underwriting is on an "AU" disc; Fire Service is on an "FS" disc, etc.

Keep reading there is more. Thank you. I'm glad you're interested because we are definitely excited about the service we provide. The Vydec allows us to provide you with more accurate output, a more presentable rough draft (when we are in doubt) and a fast turnaround time.

Special features of the Vydec include an underscoring technique, fast, fast, fast margin

adjusting, the ability to move or rearrange paragraphs, and programming capability. There is more but you'll have to see it to believe it.

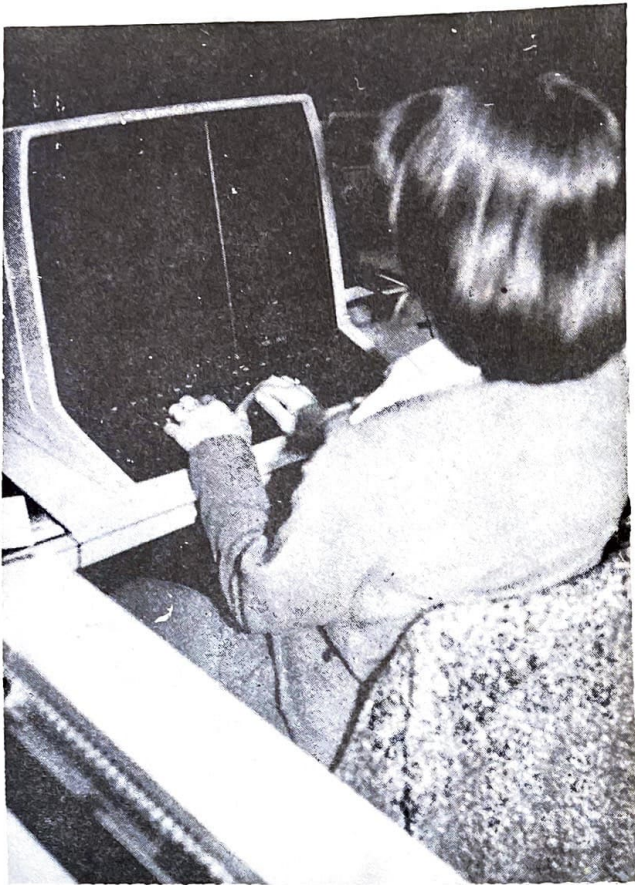
I sincerely hope you will take me up on my invitation to visit the Center. The WPC Operators (an exceptional species) and I are extremely proud of the Center, and we are eager to show you, our users, the facilities at your service.

Thank you for your patience and interest in reading this article. I look forward to working with each of you.

Cont. on page 12



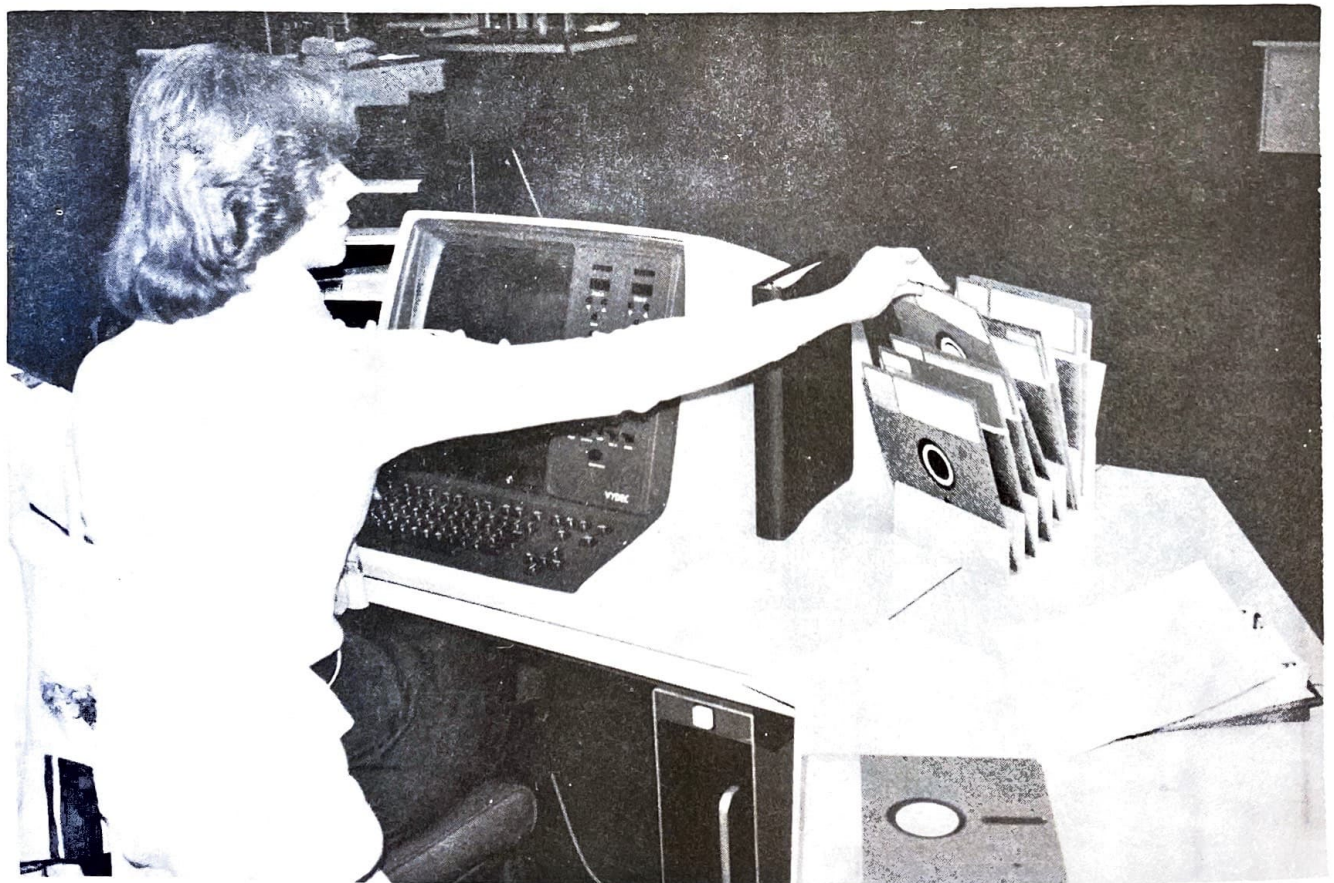
The new units add a different look to the Word Processing Center.



Barb Hughes types on the television screen.



Lisa Horton listens to dictation.



Deb Young reaches for a floppy disc.

POOL TOURNAMENT RESULTS



The smoke was so thick you could cut it with a knife. The tension was so heavy you could cut it with a knife. The coffee was so strong you could cut it with a knife. The donuts were so stale you couldn't cut 'em

with a chain saw. But, nonetheless, this year's Saturday Spectacular was once again a huge success.

I refer, of course, to the eight-ball pool tourney of February 17th. A field of less than 200

people enjoyed the day's activities. (Half of the entrants walked away with a door prize). Unfortunately, the pinball wizardry exhibition had to be cancelled due to a machine malfunction. I am also sorry to say that Willie Mosconi did not show up, but he will probably be unable to attend again next year. We'll keep you posted.

Incidentally, two time defending champ Tom Fay lost a squeaker to Denny Perzo in the final match while Jack McIlrath placed third. (Not to worry though, Tom, squeakers are not only easy to replace they are very cheap, 12 cents - 14 cents apiece.)

Congratulations to everyone who played, and we'll see you next year.



WHAT WAS YOUR CLAIM?

Wil Rothman continues his efforts to assist field underwriters in their daily endeavors.

Plan provides winter preparedness

We have two bad winters behind us and another well along. But, aside from whether employees can make it to work, winter's main concern to those that operate State Farm buildings is the status of fuel and energy. "Thanks to planning, we feel we're prepared to meet the variable conditions that winter can bring," says **Robert C. Solomon**, assistant vice president in Administrative Services at the Corporate Headquarters.

State Farm established long-range energy management programs over five years ago to help deal with fuel shortages and save energy. Last winter, the emergency portion of these plans were put to use during coal and electrical shortages in some regional areas.

The challenge of State Farm's energy management is to make employees aware of the need and to provide the tools, methods and know-how that will enable the company to cut down on energy use and still not disrupt the flow of business. This must be done at an acceptable cost.

"It seems there is a different set of circumstances each year which requires the application of a different phase of our energy management planning." . . . "You can't predict the details of a fuel problem, but the long range forecast is **instability of the availability and quality** of fuel and electric energy. Whether energy problems are actual or political they do exist," said Solomon.

Savings

A companywide effort to conserve energy grew out of the nation's energy shortage in late 1973. Since then, the conservation program has saved about 40 percent on fuel use and 13 percent on electricity use in all

State Farm buildings.

The fuel and energy used in 1977 (costing State Farm \$4.8 million) was considerably less than the fuel and energy used in 1973. Less energy had also been used in the first half of 1978 than in the first half of 1973, even though there has been increased use of computers and electrical equipment.

Emergency preparedness, construction design, and conservation are the backbone of the State Farm energy management program.

Emergency preparedness

Plans have been made to cope with fuel or electricity shortages or outages. These include an outline of procedures for getting emergency supplies of water, fuel and electricity for each office.



Regional offices are designed with dual fuel burning capabilities. Natural gas is the major fuel used. In most cases, the back-up is fuel oil. One office uses electricity and another No. 2 oil. Heat reclaimed from computers provides an alternate source of space heating in the more recently constructed offices.

Generators provide electrical back-up for emergency use only. They are installed in all new buildings and whenever major construction has taken place. These

generators are limited in size and provide only essential functions when the main utility power is off. Northern regions have electric heating equipment in stock that can be installed within 24 hours when an emergency develops in service center operations. These devices were put to use when major heating problems affected East Coast service centers during the winter of 1976-77.

Construction design

When a regional office or addition is built, equipment and materials are installed and methods are applied to reduce energy use and minimize the effect of shortages or failures. Existing facilities will be retrofitted with such devices.

One of these improvements is the system for heat recovery from computers. Among other built-in items that help save energy are double-pane reflective and/or heat absorbing tinted glass, vastly improved insulation in roofs and walls, a minimal amount of glass, and variable volume air handling systems to provide individual room temperature control in the most energy effective manner.

Conservation

Conserving fuel and electricity involves the voluntary adjustment of controls and changes in environmental standards. All regional offices and service centers have reduced the use of both fuel and electricity in the two years the energy management program has been in effect.

To aid in conservation, the company shuts off unnecessary lights and adjusts mechanical systems for the most efficient oper-

Continued on next page

Energy awareness

Continued from previous page

ation. Some temperature discomfort is experienced as certain areas get hotter and others colder by thermostat adjustment.

Employees can help by shutting off typewriters, adding machines and other equipment when it

isn't in use.

During last winter's problems, State Farm regions that were affected found that by having a plan and applying good common sense and a bit of ingenuity, they could meet this challenge. The spirit of their efforts was to keep business going while maintaining policyholder service—even with

dramatic cutbacks in electricity.

Some offices, such as the Missouri-Kansas region, have an energy awareness committee to help devise ways to meet reduction requirements. This committee also provides information (printed regularly in the employee publication) for home energy savings.

TIDBITS FROM COLUMBUS CSO

Submitted by Barb Laudick, Southport SC

I am pleased to have had Steve Sorgius write the news about the Columbus CSO for this issue of the Hoosier Times.

Our new FCR, Dean Glesing, is planning on a trip to Pennsylvania. Reports are he is quite pleased to be visiting Blairsville, Pennsylvania. Naturally, we are pleased to have a well trained unit once again.

Karen Grider and her family are enjoying their new addition to their home. After burning ricks of wood, it is easy to see they enjoy their new fireplace as well.

Ed Mann has been battling his family's bout with the Russian Flu.

Dave Dailey is looking forward to his ten month old son's first steps. Also, to painting the trim on his home and roasting another hog this spring.

Robert Smith's vacation this May will include being with his family and spring planting (bumper crops in potatoes and strawberries.)

John Cole, Steve Sorgius, and Nita Basey all are looking forward to Florida this spring and summer. Respectfully, camping, golfing, and fishing are on their agendas.

Marilee Kramer says hi. The office would like to say hello also to Dave Sheets, and Howard Pratt, and to advise them their alumni certificates are now in.

Remember, claim personnel, spring is just around the corner!

MARY VISITS NASHVILLE

Submitted by Barb Scowden,
Hoosier

There doesn't seem to be an over-abundance of interesting or exciting news in Hoosier these days, or somebody's holding back! Knowing how difficult (and sometimes impossible) it is to drag news out of some people, I'd like to give a quick thanks to our division's sub-reporters: Rebecca Gregory, Sheryl Schlaug, Gloria Maxwell, and Mary Spear. Here's the few "hot items" they were able to pick up recently.

Karen Brown (alias Brownie) has been busy playing in a city volleyball league. They placed 2nd in the city tournament, and the team recently went to Mich City for a tourney and tied for 3rd place. They will also be going to Hammond and Valpo later this month. Good Luck!

Julie Ward was in California last month to attend her sister's wedding and also visited the Northern California State Farm office. She really enjoyed the trip and hopes to return someday.

We would like to welcome Kathy Winger and Lynn Scheurich to the Records Unit. Kathy lives in Battleground with her husband and their little girl, Amy, who is 21 months old.

Mary Spear will be flying south to Nashville, Tennessee on April 12, to visit her daughter. She also hopes to see the Grand Ole Opry and hear some of that good old country music.

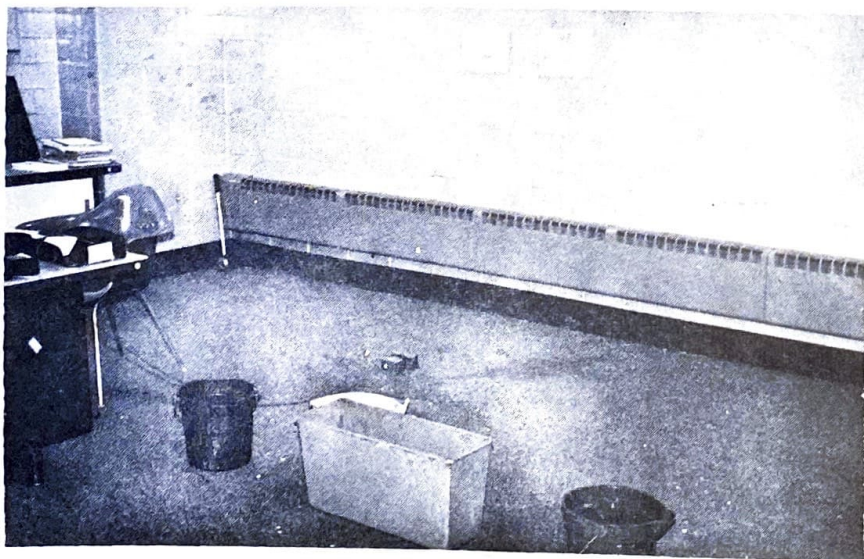
The Data Input Unit welcomes Patty Jacobs, who is now a Data Input Typist Trainee. Also, a belated congratulations

to Carolyn Garriott on her promotion to Data Input Specialist.

Last but not least, we all congratulate Mike Hile on being a Godfather. He and wife, Nancy, are the proud Godparents of Jennifer Wood, who was recently born to Nancy's sister from Kokomo.

That's all for this month, so until next time remember, no news is good news in most cases, but this reporter definitely needs yours.

NO SWIMMING-NO FISHING!



Water seemed to be overtaking Leroy Pickering's desk in the Fire Company.

WINNERS IN EUCHRE!

NEW BUILDING WINNERS

First Place - Don Houchin & Tom Fay
Second Place - Jerry Wyrick & Steve Decker
Third Place - Sammie Kisee & Mick Dailey
Fourth Place - Marilyn Butz & Mickey Pruitt
Fifth Place - J Calloway & Ken Ash
Dave Deppe & Donna Cackley

OLD BUILDING WINNERS

First Place - Ethel Cope & Cathy Tomaw
Second Place - Art Mitchell & Dave Childers
Third Place - Eileen Weisenberger & Anna Jackson
Fourth Place - Deb Mellady & Karen Leaman
Fifth Place - Ron Maris & Dean Phillips

LOANS

J Calloway
Dan Klemme
Dave Childers



Seated L to R: Ethel Cope, Cathy Tomaw, Karen Leaman, and Deb Mellady.

Second Row L to R: Sam Kisee, Mick Dailey, Melissa Danner, Marilyn Brooke, Donna Cackley, and Don Houchin.

Third Row L to R: Dan Klemme, Tom Fay, Jeff Rice, Tom Cole, Ken Ash, Steve Decker, Dave Deppe, Dean Phillips, and Ron Maris.

Cindy Gretencord & Betty Estes play Dean Phillips and Ron Maris in Euchre.



HACA design gives service center program

The function of State Farm service centers has remained about the same, but design of the buildings continues to change.

Design evolved through the efforts of the Building Design and Construction Division.

Two years after adopting the service center concept in 1960—to help cut down on claim expenses—State Farm began building its own centers. Leased space was often the wrong size or too expensive.

New generation of design

A two-story design by Visioneering was used in the early Sixties. "Then, three years ago, we introduced a new generation of service center designs," says **Jack Harris**, assistant vice president-building design and construction. "We call it HACA because it is designed by Hilfinger, Asbury, Cufaupe and Abels, a Bloomington, Ill.-based architectural firm. With this design, we improved the exterior appearance of the

service center and use more readily available construction materials."

"It's really difficult when you're building all over the country to have the right design for each locale," adds Contract Administrator **Gary Frankeberger**.

While interiors generally are standardized, local fuel availability and cost, as well as availability of construction materials, have to be considered to design the rest of the building.

HACA I (the original design) has a flat, built-up roof. It's a steel-framed and metal-stud building with a brick veneer. HACA II has sloped roofs and uses residential-style casement windows, which need little maintenance. While the building looks much like a home, the exterior wall studs are 2" x 6" instead of 2" x 4", the conventional home size. This makes room for more insulation to make the building more energy efficient.

HACA III, which will be intro-

duced soon, is a combination of the first two designs. It has the same basic design as the first, but the exterior walls are thicker so more insulation can be used. In other words, it has the construction characteristics of HACA I and the energy efficiency of HACA II. Its flat roof design allows for a larger building than does the sloped roof design, which limits size.

With different designs available, one can be chosen that looks best in an area and that meets size requirements.

Matching styles

To match construction style in an area State Farm has some service centers in the Southwest with stucco exterior. Stucco is not used in Northern climates because of deterioration. Elsewhere brick is preferred because of its universal appeal and low maintenance characteristics.

Six sizes of buildings are available with room for 25 to 89 employees. The regional office initiates the request for a service center. They submit a market study to the Management Planning Department who, in turn, determines the size of building needed and seeks President's Office approval. The smaller three sizes of service centers normally have a two-bay, drive-through inspection area. The larger sizes may have either a two-bay or three-bay, drive-through inspection area.

261 service centers

At year-end 1978, State Farm had 100 owned service centers, including 13 housed in regional offices, and an additional 161 leased service centers.

Eleven of those owned are the HACA design. The first HACA I design was used in Atlanta, Ga. (Windy Hills Service Center), in mid-1976, and the first HACA II



Gary Frankeberger, left, and Jack Harris discuss the differences in the HACA II and HACA III service center designs. (See accompanying story.)

flexibility

design went into use in Mobile, Ala., in December, 1978.

How does a service center get built? Frankeberger describes the process.

The regional office's market study identifies a geographical area in which the new service center should be located. Site searches are performed by an outside specialist who has experience in site selection and acquisition and who understands State Farm's needs.

"We (Building Design and Construction) don't get involved until after the site selection," he

said. "Then, we analyze available information about the site and try to determine before the land is bought whether or not State Farm's building designs will fit the local requirements. Such things as parking, utilities, local codes, fire and safety rules are considered. Different codes govern in different areas.

Prepare for bidding

"After the land is bought, it's up to State Farm designers to get plans and specifications prepared for competitive bidding. After bids are collected, they are analyzed to see if we can own and operate cheaper than we can

lease." If this proves to be true, our division presents the low bid to management for approval. The contract is awarded after the bid is approved.

"A local engineer is usually hired to help adapt the site to State Farm's building design and to perform inspection services after the contract is awarded."

"A construction specialist in the Building Design and Construction Division is responsible for the project during construction, with a designer as backup.

"When the building is completed, a final inspection is made, corrective measures taken and State Farm moves in."

State Farm's 1978 construction totaled nearly \$10 million

State Farm's nearly \$10 million building program in 1978 included an addition to the Northwest office and six new service centers.

The company's construction for 1979 includes one replacement regional office, one regional office addition and 12 service centers.

Work also will start on a new regional office building and three office additions. A replacement for the present 26-year-old Eastern Regional Office facility and an addition to the North

Central office are to be completed in September.

Ground will be broken for a new Southwestern Regional Office at Dallas, Tex., also a replacement facility, as well as additions to the Southern California, Sunland and Westlake Village offices. Southern California and Sunland construction is scheduled to be completed in December, 1980, Southwestern and Westlake Village by March, 1981. An addition to the Seaboard office that was started in 1978 will be fin-

ished in March, 1980.

The service centers, with approximate move-in dates, are: Baton Rouge, La., Akron, Ohio, and Las Vegas, Nev. (Tropicana), all in January, Worthington, Ohio, February; Atlanta, Ga. (Riverdale), June; Youngstown, Ohio, July; Spokane, Wash., August; Columbus, Ohio (Reynoldsburg), September; Gurnee, Ill., October; Indianapolis, Ind. (Castletown Square), November; and Oklahoma City, Okla., and Gulfport-Biloxi, Miss., both in December.



50 FOR DON!

The Wabash Division helped Don Houchin celebrate his 50th birthday!

APRIL BIRTHDAYS



APRIL 2

Margaret Farris
Arlington SC
Ed Eberle
Howard Pratt
Columbus CSO

APRIL 3

Gail Lindsey Fullgraf
Griffith SC
Carl Bracy
Linda Rhoades
Don Baumis
Rex Biddle
South Bend CSO
Wayne Engle

APRIL 4

Robert Littlewood
Patricia Jacobs
Kathy Meacham

APRIL 5

Teena Swaim

APRIL 7

Cheryl Spain
Arlington SC
Lisa Runstrom
Virginia Bishir
Gary Kemp

APRIL 8

Deb Wilder
Joe Grasser
Griffith SC

APRIL 9

Matt Iunghuhn
David Rowden
Munie CSO
David Smith
Muncie CSO

APRIL 10

Patricia Gretencord

APRIL 11

Blanche Eason (Retired)

APRIL 12

Charles Seelen
Anderson CSO

APRIL 13

Ruth Bigger
John O'Bryan
Southport SC

APRIL 14

Marlin Brown
Arlene Lowell
Griffith SC
Sharon Smith
Kokomo CSO
Janet Morgan
Arlington SC
Steve Simko
Griffith SC

APRIL 15

Dennis Reasoner
New Albany CSO
Norma Wright
South Bend CSO

Betty McCabe

APRIL 16

Patricia Barnhart
Michigan City CSO

APRIL 18

Marcia Freeman
Rosita Escobedo
Griffith SC
Joe Himelick

APRIL 19

Linda Ash
Rachelle Walker

APRIL 20

Cheryl Kendrick

APRIL 21

Dianna Achors
Gloria Maxwell
Ken Longest

Myrtle McCoskey

APRIL 22

John Van Kirk

APRIL 23

Beth Snyder

APRIL 24

Mary Doring
Pam Graves
Robert Gleixner
Elkhart CSO

APRIL 25

Agnes Hammel
Larry Meyer
Evansville CSO

APRIL 26

Cordell Kenner

APRIL 27

Donna Sutton
Eunice DeVoe
Ft. Wayne SC

APRIL 29

John Hardy
Southport SC

APRIL 28

Gloria McLaughlin
Elkhart CSO

APRIL 30

Ken Cole